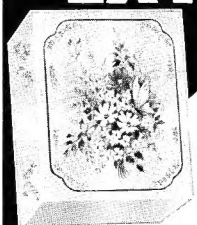
ARCHIE SERIES
APPROVED BY THE COMICS CODE AUTHORITY
12¢
MAC
FEB.
Jughead
NO. 129
C'MON, DAD! DO YOUR BIT IN THE WAR AGAINST POVERTY... RAISE MY ALLOWANCE!

DO YOU NEED EXTRA MONEY?



It costs you nothing to try

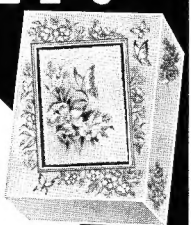
$100.00 IS YOURS

for selling only 100 boxes of our Parchment Magic All Occasion assortment. You make $1.00 for selling 1 box, $2.00 for 2 boxes, $10.00 for 10 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time. Everyone needs and buys Greeting Cards.

Cut out Business Reply Card below — mail it today —and free samples of personalized stationery—plus other leading Greeting Card box assortments will be sent you immediately on approval for 30 day free trial. You get everything you need to start making money the day your sales kit arrives. No experience necessary.

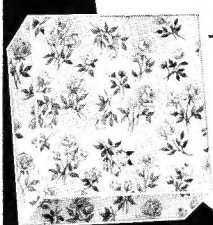
IT COSTS YOU NOTHING TO TRY

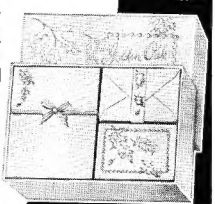
Last year some folks made only $25 to $50 while others made $150—$250—$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year.



PARCHMENT MAGIC ALL OCCASION ASSORTMENT 21 really deluxe cards. Excitingly different

PRETTY PASTELS ALL OCCASION ASSORTMENT 21 distinctive cards of rare beauty. Tremendous appeal





DELUXE EVERYDAY GIFT WRAPPING ENSEMBLE 20 large colorful sheets plus matching tags. Terrific value

GOLDEN OAK STATIONERY ENSEMBLE Charming design on rich vellum sheets and notes, matching envelopes. Just lovely

Good Housekeeping GUARANTEED

Fill in Name And Address On Reply Card Below—CUT OUT AND MAIL TODAY—No Stamp Necessary

FREE SAMPLES PERSONALIZED STATIONERY and CATALOG OF OUR ENTIRE LINE

CUT OUT BUSINESS REPLY CARD AT RIGHT FILL IN AND MAIL TODAY No Stamp Necessary

Cut Along Dotted Line — Mail Today

CHEERFUL CARD CO., Dept. N-1 White Plains, New York 10606

FROM:

Your Name_____

Address_____

_____ Apt. No.____

City_____ State_____ Zip Code_____

FIRST CLASS
PERMIT No. 589
White Plains, New York

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

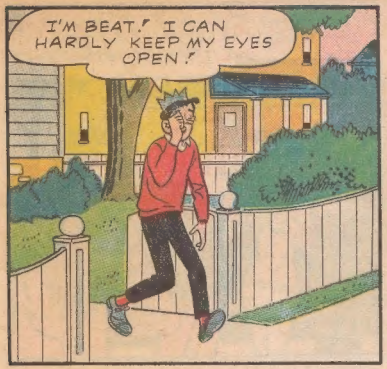
CHEERFUL CARD COMPANY
20 Bank Street
White Plains, New York **10606**

Dept. N-1

Jughead
"DREAM BOY"
LOOK, YOU RAVISHING CREATURE! A KING'S RANSOM IN GOLD AND JEWELS IF YOU WILL BE MINE!
MY LOVE FOR YOU IS BEYOND PRICE! IF I CANNOT HAVE YOU I'LL HURL MYSELF INTO THE RIVER!
I LOVE YOU BOTH, GIRLS! BUT I THINK THE ONE WITH THE LOOT GETS THE NOD!
SOB! FAREWELL, CRUEL WORLD!

JUGHEAD, No. 129, February, 1966. Published monthly by ARCHIE COMIC PUBLICATIONS, INC., 420 DeSoto Ave., St. Louis, Mo. 63147. Executive and Editorial offices, 241 Church St., New York, N.Y. 10013. Chicago office: 35 East Wacker Dr., Chicago, Ill. 60601. Hollywood office: 439 So. Western Ave., Los Angeles, Calif. 90005. Second-class Postage Paid at St. Louis, Mo. and at additional mailing offices under the Act of March 3, 1879. All rights reserved. Title registered U.S. Patent Office. Yearly subscription, $1.50 in U.S.A.; single copies, 12c. No actual person is named or delineated in this fiction magazine. Printed in the U.S.A.

DARLING, WE'LL HAVE THE BIGGEST WEDDING THE WORLD HAS EVER SEEN.'
MAMMA!!
THERE, THERE, SON.' THAT SAME OLD NIGHTMARE ALL OVER AGAIN?
MAMMA, IT WAS AWFUL!
NO PARKING
GIRLS!... CRAWLING ALL OVER ME!
BUT I DON'T UNDERSTAND WHAT'S SO AWFUL ABOUT THAT?
I'LL TELL YOU WHAT'S SO AWFUL!
...I LIKED IT.'
2


I'M BEAT.! I CAN HARDLY KEEP MY EYES OPEN.!

...AND YET, IF I GO TO SLEEP,... THAT SAME HORRIBLE NIGHTMARE AGAIN.!

JUG, YOU LOOK AWFUL.!
LACK OF SLEEP, ARCH.!
YAWN

EVERYTIME I DOZE OFF I DREAM OF BETTY AND VERONICA FIGHTING OVER ME.!

IT'S ALWAYS THE SAME THING.! VERONICA WINS ME.!
WHAT CAN I DO, ARCH?

WELL, FOR ONE THING,... WOULD YOU LIKE TO SELL THAT DREAM?

IT'S NOT FUNNY, ARCH!
SORRY, OL' BUDDY!
IT'S KIND OF TRAGIC!
FUNNY, BUT TRAGIC!
LET ME TRY SOMETHING!
JUGHEAD, I'VE HEARD OF YOUR GREAT TROUBLE AND I'M HERE TO SEE THAT YOU GET A NICE REST!
GOOD IDEA! KNOCK ME OUT!
NONSENSE! YOU WILL MERELY LOOK IN MY EYES AND GET DROWSY! YOUR EYES GROW HEAVY! YOU SL-E-EEP! SL-EEEP!
? ? ?
YOU'RE DRIFTING INTO A DE-EEP SLEEEP!
SLEEP! SLEEPY! S-SO TIRED...
MY DARLING! HOLD ME TIGHT! I CANNOT LIVE WITHOUT YOU!

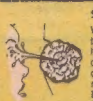
DON'T PROMISE THAT PAUPER ANYTHING, LOVER! SHE CAN'T GIVE YOU ANYTHING BUT LOVE!
WITH ME YOU GET NOT ONLY LOVE, BUT MONEY TO BURN!
YOU MUST CHOOSE ME! I CAN'T LIVE WITHOUT YOU!
I THINK I'LL MARRY THE TWO OF YOU!
WHAT?
WHAT THE HECK! I'M NOT RESPONSIBLE FOR WHAT I DO IN A DREAM!

I SHOULD HAVE THOUGHT OF THIS BEFORE! IT'S MY DREAM! WHY SHOULD I LET IT UPSET ME?
WHAT'S THIS DREAM YOU KEEP MUMBLING ABOUT?
YOU SEE, REGGIE HYPNOTIZED ME TO PUT ME TO SLEEP, AND...
HA! REGGIE?
HE'S BEEN PRACTICING THAT FOR YEARS AND IT NEVER WORKED YET!
OKAY! BUT HE DID GET DROWSY!
Y-YOU MEAN I'M AWAKE?
OF COURSE!
HA HA! HO! HO! HEE HEE! HA! HA! HOO HOO
MAMMA!
The END

EXCLUSIVE FUN PRODUCTS BY MAIL

CYCLE PUTTER

Really dress up your BIKE. Sounds just like a Motor Bike. Made of heavy plastic and steel. No. 8023 .Only 39c



SQUIRT FLOWER

When your friend tries to smell it all he'll get is a face full of water. Comes complete with long rubber hose and bulb. No. 3013. .Only 25c

TRICK BASEBALL

It bounces cockeyed, it curves, it dips, it's impossible to catch. It's sure to set all the kids on the block chasing after it. There's a barrel of fun in every bounce of this amazing baseball. No. 4020 .....50c

PRANKSTER WHISTLE

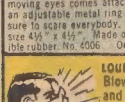
Greatest gag in years. Just place inside any tail-pipe and watch the fun. As soon as he starts the car it will sound as if the whole motor fell out. It's a panic, but completely harmless. No. 7021 .....75c

SPIDER RING

This jumbo Rubber Spider with moving eyes comes attached to an adjustable metal ring and is sure to scare everybody. Large size 4¼" x 4½". Made of flexible rubber. No. 4006 . Only 45c

WHOOPS

Looks like someone lost their lunch. Place it on the floor and wait for your first unsuspecting victim to walk in—ugh. Better catch him before he faints. No. 9016 ..... Only .75

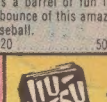


LOUD NOSE BLOWER

Blow your nose and it will sound like the roof caved in. Fits right in your handkerchief out of sight. No. 6018 only 20c

PEPPER GUM

Hi Pal, have a piece of gum. Once he starts chewing you better have a glass of water ready. Completely harmless but a million laughs. No. 5008 ...15



JIU-JITSU

This is one of the most popular books on the art of self defense. Now you needn't back away from anyone. Many illustrations show you how to defend yourself from bullies. We also include "FREE" a book on strong man stunts. No. 4003.....Only $1.00

JOY BUZZER

Shake hands and watch your friend jump 6 feet high. Completely harmless. No. 7005 50

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Precision camera so small, it fits in cigarette pack. Weighs 2½ ounces and takes 10 pictures per roll. Precision ground lens and time expose shutter. Can be hidden anywhere. Complete with free roll of film. $1.00

6 Rolls Film 79c

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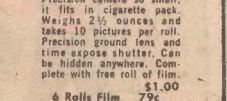
Place this under any cushion. Gives out a loud Bronx Cheer. Very embarrising but loads of laughs. No. 8010

Only .50

SURPRISE PACKAGE

If you are willing to take a chance, we guarantee you more than your moneys worth, filled with surprises. No. 8002 ..50



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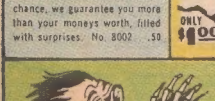


X-RAY-SPEX

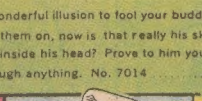
A wonderful illusion to fool your buddies. Put them on, now is that really his skull you see inside his head? Prove to him you can see through anything. No. 7014 ..... $1.00

BIKE SPEEDOMETER

Now you can tell how fast you are going. Registers speeds up to 50 miles per hour. New built-in compass also shows in what direction you are travelling. Fits any bicycle. Attaches in seconds. No. 3017 only 75c

SILENT DOG WHISTLE

This whistle can not be heard by any human, but your pet will hear it blocks away. Everyone will be amazed when he comes running as soon as he hears his own private whistle. No. 1009 Only $1.00



FLY IN ICE

A plastic ice cube that looks like the real thing, only with a fly inside. Just place this in someones drink when he isn't looking—ugh. No. 3011 Only .65

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ITEM No.	NAME OF ITEM	HOW MANY	TOTAL PRICE

☐ I enclose ..... plus 15c postage and shipping in cash, cheque or money order.

NAME .....

ADDRESS .....

Li'l Jinx dress mess

Jughead
in
"GREAT DATE"
JUGGIEKINS! WHAT ARE YOU DOING HERE?
I LOST A BET! AS A PENALTY I HAVE TO TAKE YOU OUT TONIGHT!
WHEEE! WHERE ARE WE GOING?
AROUND YOUR HOUSE!
...AND BACK AGAIN!
?
... AND GOOD NIGHT!
THE END

An Amazing Invention —"Magic Art Reproducer"

DRAW ANY PERSON IN ONE MINUTE!

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You Can Draw Your Family, Friends, Anything From REAL LIFE— Like An Artist . . . Even If You CAN'T DRAW A Straight Line!

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ARTIST'S CONCEPTION

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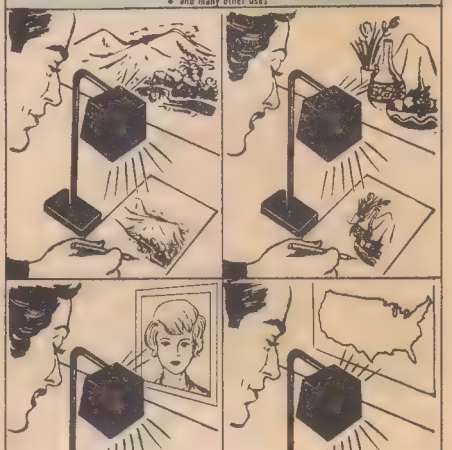

ARTIST'S CONCEPTION

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☐ Check here if you wish to save postage by sending only $1.98 with coupon. Same Money Back Guarantee!

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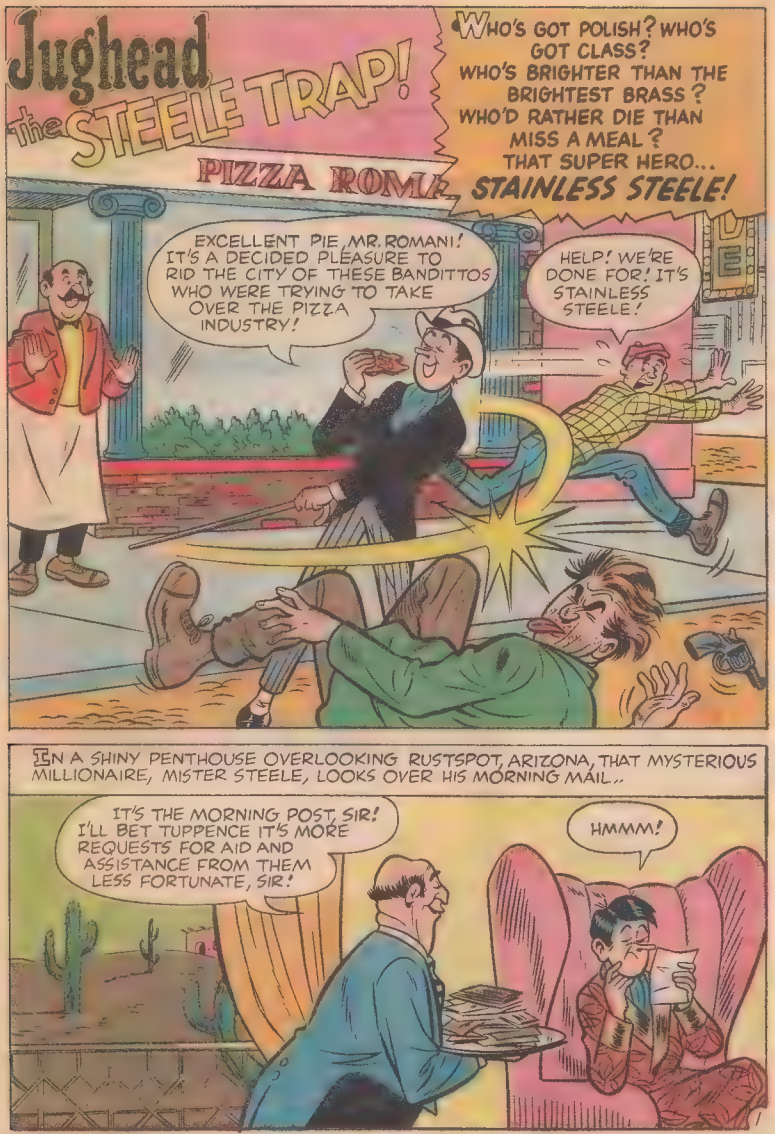

Jughead the STEELE TRAP!
WHO'S GOT POLISH? WHO'S GOT CLASS? WHO'S BRIGHTER THAN THE BRIGHTEST BRASS? WHO'D RATHER DIE THAN MISS A MEAL? THAT SUPER HERO... STAINLESS STEELE!
PIZZA ROMA
EXCELLENT PIE, MR. ROMANI! IT'S A DECIDED PLEASURE TO RID THE CITY OF THESE BANDITTOS WHO WERE TRYING TO TAKE OVER THE PIZZA INDUSTRY!
HELP! WE'RE DONE FOR! IT'S STAINLESS STEELE!
IN A SHINY PENTHOUSE OVERLOOKING RUSTSPOT, ARIZONA, THAT MYSTERIOUS MILLIONAIRE, MISTER STEELE, LOOKS OVER HIS MORNING MAIL..
IT'S THE MORNING POST, SIR! I'LL BET TUPPENCE IT'S MORE REQUESTS FOR AID AND ASSISTANCE FROM THEM LESS FORTUNATE, SIR!
HMMM!

THAT DASTARDLY CUR, PANCHO VILLAIN IS ON THE PROWL AGAIN!
HE'S CORNERED THE ENCHILADA MARKET AND IS DENYING OUR MEXICAN FRIENDS ONE OF THEIR FAVORITE DELICACIES!
WHEN HUNGER PAINS SET IN, HE'LL FLOOD THE MARKET WITH OVER PRICED ENCHILADAS AND MAKE A FORTUNE!
BY JOVE, YOU'LL GIVE THE BLIGHTERS WHAT FOR, SIR! STIFF UPPER LIP AND ALL THAT SORT OF ROT!
YOU TALK FUNNY FOR AN ITALIAN, ANTONIO!
TOO MANY ENGLISH MOVIES ON THE TELLY, SIR!
2

...AND AS STAINLESS STEELE PROWLS THROUGH THE BORDERTOWN RESTAURANTS...
NO ENCHILADAS, GRINGO! FRESH OUT!
ENCHILADAS NO!
NOT TODAY, NOT TAMALE!
HYUK, YOK! MEXICAN TYPE JOKE!
EAT
NO ENCHILADAS
CARAMBA! MY STOMACH, SHE CRY FOR ENCHILADA!
I GEEVE MY MULE FOR ENCHILADA RIGHT NOW!
PSST! GRINGO! HOT ENCHILADAS!?
CLOSED
I GIVE MY NICE FAT WIFE!
AHA! THE BLACK MARKET, EH?
THEES WAY, GRINGO!
HEH! HEH!
SOK!

WE GOT HEEM, BOSS! WE GOT GRINGO DUDE!
HAH! YOU NOT SO SMARTS, EH, SEÑOR STEELE? YOU TANGLE WEETH PANCHO VILLAIN AND YOU ALWAYS LOSE!
LOOK! PANCHO GOT WAREHOUSE FULL OF ENCHILADAS! PANCHO BE MILLIONAIRE SOON!
...BUT STAINLESS STEELE! HE BE DEAD!
ENCHILADA
ENCHILADAS
ENCHILADA
YOU GOT MAYBE LAST REQUEST BEFORE PANCHO KEEL YOU?
WHY, YES! I DO!
I'D LIKE TO DIE WITH THE TASTE OF A HOT ENCHILADA ON MY LIPS!

YOU DIE HAPPY, GRINGO! PANCHO MAKE BEST ENCHILADA ON BORDER!
I SAY OLD MAN, YOU'RE SMOKING UP THE PLACE DREADFULLY! DO BE A DEAR CHAP AND TURN ON THAT EXHAUST FAN!
HOKAY!
AND, AS OUR WILY HERO SURMISED, THE AROMA OF HOT ENCHILADAS QUICKLY REACHES THE FEVERISHLY FAMISHED FOLKS OUTSIDE!
SOMEONE EES COOKING!
SOMEONE EES COOKING ENCHILADAS!
EET COME FROM THAT WAREHOUSE!
SHOW ME A TORTILLA WEETH MORE TASTE THAN AN ENCHILADA AND I EAT MY SOMBRERO!
LEAVE US GO WHERE THE ACTION LIES!
I'M EEN THE ENCHILADA GENERATION!
ENCHILADAS TASTE GOOD LIKE AN ENCHILADA SHOULD!
NCHILADA
ENCHILADAS
ENCHILADA
5

PANCHO VILLAIN, YOU'VE SEEN YOUR LAST ENCHILADA FOR A LONG TIME!
HOORAY! FOR SEÑOR STAINLESS STEELE!
TONIGHT WE HAVE BEEG FIESTA FOR HEEM!
WITH A NAME LIKE STAINLESS STEELE YOU'VE GOT TO HAVE A BRIGHT FINISH!
BY JOVE, SIR! YOU DO COME UP WITH SOME WIZARD CONCLUSIONS!
JUGGIE'S BEEN READING THOSE SUPER HERO COMICS AGAIN AND DREAMING!
I WONDER IF HE WON THE GIRL?
MORE LIKELY HE WON A FREE MEAL!
Zzzzzz
The End

ARCHIE SAYS...

GET THIS RAINCOAT FREE!

YOU WILL GET A FREE, ALL-WEATHER RAINCOAT AND TEN ISSUES OF YOUR FAVORITE ARCHIE SERIES COMIC WITH EACH DOLLAR ORDER.

NOT ONLY WILL TEN CONSECUTIVE ISSUES BE DELIVERED RIGHT TO YOUR DOOR AS SOON AS THEY COME OFF THE PRESSES BUT YOU WILL ALSO SAVE 20¢ OFF THE NEWSSTAND PRICE. HERE'S HOW TO ORDER THE BOOKS. SEND A DOLLAR AND YOU WILL GET TEN CONSECUTIVE ISSUES OF ANY OF THE ARCHIE SERIES LISTED BELOW. NOT ONLY DO YOU SAVE 20¢ ON EACH SERIES, BUT YOU ALSO GET AN ALL-WEATHER RAINCOAT FREE WITH EACH DOLLAR ORDER.

TO GET YOUR *FREE* ALL-WEATHER RAINCOAT, SIMPLY CHOOSE YOUR FAVORITES FROM THE GREATEST BARGAIN LIST IN TEEN-AGE COMICS!

ORDER NOW!

ARCHIE COMIC MAGAZINES
241 CHURCH STREET, NEW YORK, N.Y. 10013

GENTLEMEN: ENCLOSED PLEASE FIND $1.00 FOR EACH COMIC BOOK CHECKED FOR WHICH YOU WILL SEND ME THE NEXT TEN ISSUES OF EACH COMIC BOOK CHECKED BELOW PLUS A FREE ALL-WEATHER RAINCOAT WITH EACH DOLLAR ORDER.

AMOUNT ENCLOSED..... ☐ Boy's Raincoat ☐ Girl's Raincoat

☐ ARCHIE	☐ BETTY & VERONICA
☐ PEP	☐ ARCHIE'S JOKE BOOK
☐ LAUGH	☐ LIFE WITH ARCHIE
☐ JUGHEAD	☐ ARCHIE'S MAD HOUSE

NAME _____
(PLEASE PRINT)

ADDRESS _____

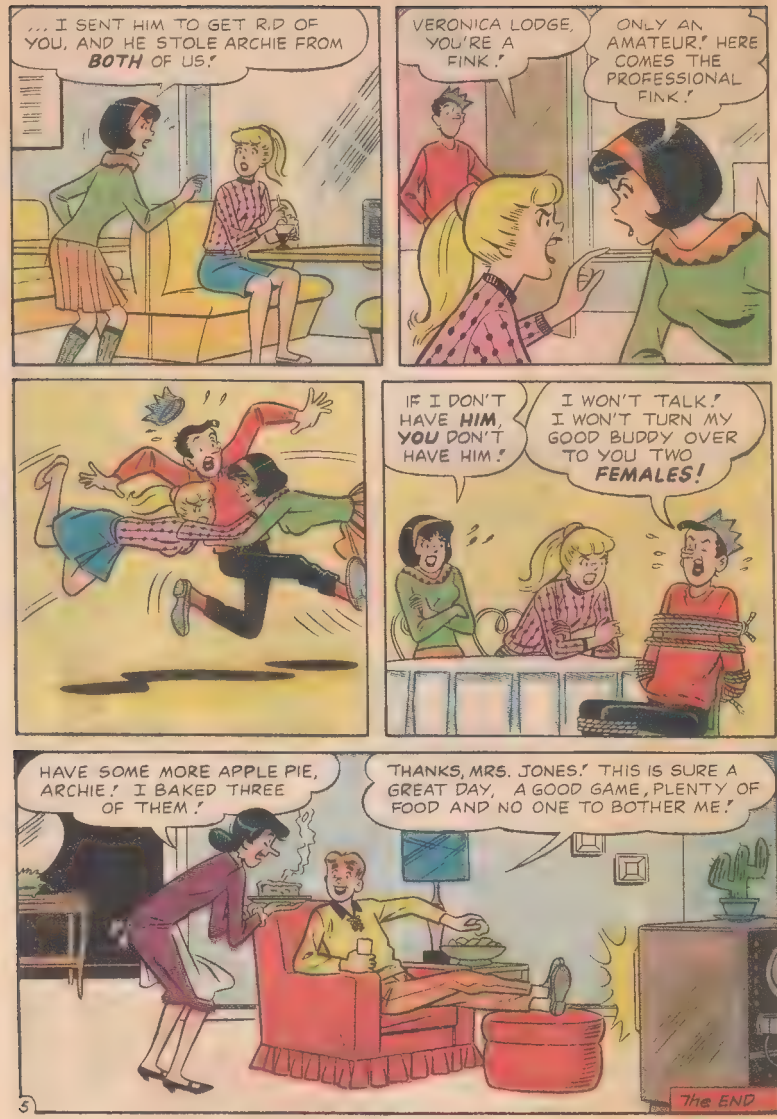
CITY _____ STATE _____
ZIP CODE

Jughead
IN
"ALL FOR ONE"
SHE'S COMING ALONG NOW, MISS VERONICA!
THANK YOU, SMITHERS!
WAIT FOR ME, DARLING! I'LL BE RIGHT BACK!
WHOOSH!

HAH! IN THE PIG'S EYE I'LL BE RIGHT BACK!
WHILE THAT LITTLE GOOP WAITS FOR ME, I'LL BE ALONE WITH MY ARCHIE!
POP'S
NO PARKING
YOU MISSED HIM! HE JUST WENT OVER TO YOUR HOUSE!
WHAT?
OMIGOSH! AND I LEFT BETTY THERE!
I CAN'T LET THOSE TWO MEET, OR...
HOLD IT, FLEET FOOT!

IF YOU SHOW UP YOU'LL HAVE THE USUAL TRIANGLE! EVERYBODY LOSES!
YOU'VE GOT A BETTER SOLUTION?
MY PRESENCE ALWAYS PUTS A DAMPER ON ROMANCE! ONE OF THEM IS SURE TO LEAVE!
YOU'RE RIGHT!
GO! JUST HANG AROUND UNTIL THEY GET DISGUSTED AND BREAK UP!
I WONDER WHERE RONNIE IS?
WHO CARES?
HI!
ISN'T THIS COZY? NICE WHEN GOOD FRIENDS GET TOGETHER, ISN'T IT?
SHEER ECSTASY!
I CAN'T STAND SUCH HAPPINESS! I'LL SEE YOU LATER!

AH! GOOD OL' JUGGIE! HE GOT RID OF HER!
NOW I CAN HAVE ARCHIE ALL TO MYSELF! I MUST REWARD THAT DARLING, JUGGIE!
ARCHIE? HE WENT OFF WITH JUGHEAD, MISS VERONICA!
WHY THAT THIEF!! HE WANTED ARCHIE ALL TO HIMSELF, TOO!
BOWL? GRAB A PIZZA? WATCH THE BALL GAME ON THE TUBE?
THE BALL GAME SOUNDS GOOD!
SO DOES THE PIZZA!
YOU TUNE IT IN WHILE I RUN OUT FOR A PIE!


... I SENT HIM TO GET RID OF YOU, AND HE STOLE ARCHIE FROM BOTH OF US!
VERONICA LODGE, YOU'RE A FINK!
ONLY AN AMATEUR! HERE COMES THE PROFESSIONAL FINK!
IF I DON'T HAVE HIM, YOU DON'T HAVE HIM!
I WON'T TALK! I WON'T TURN MY GOOD BUDDY OVER TO YOU TWO FEMALES!
HAVE SOME MORE APPLE PIE, ARCHIE! I BAKED THREE OF THEM!
THANKS, MRS. JONES! THIS IS SURE A GREAT DAY, A GOOD GAME, PLENTY OF FOOD AND NO ONE TO BOTHER ME!
The END

THRILLS & CHILLS AWAIT YOU WHEN YOU SEE 7 AMAZING PLANT CREATURES COME TO LIFE!

7 GIANT MONSTERS IN FULL, GLOWING COLOR, GROW FANTASTIC PLANT "HAIR" ALIVE BEFORE YOUR EYES! EACH GROWS UP TO SEVERAL MONTHS! MAKES AN INCREDIBLE LIVE "SCIENCE PROJECT" FOR HOME OR SCHOOL. FUN TO WATCH. ORDER NOW AND GET DELUXE ACCESSORY KIT WITH PLANTING WAND, OBSERVATION LENS, EXTRA LARGE SUPPLY OF Guaranteed LIVE "MONSTER HAIR" SEEDS. Complete with 7 MONSTERS and FULL INSTRUCTIONS.

ELBARR DISTRIBUTORS Dept. S.M. 12
BOX 47, NORTHRIDGE, CALIF.

Gentlemen:
I enclose $1.00 plus 25c for postage and handling. Please rush all 7 real living giant monsters and the deluxe accessory kit, to me at once.

Name _____
Address _____
City _____ State _____

ALL THE NEWS THAT FITS WE PRINT

Archie Club News

SEND IN YOUR REPORTS AND WIN CASH PRIZES

JUGHEAD NO. 129 FEB. MEMBERSHIP—FIFTEEN CENTS

Archie, as Pureheart The Powerful, appeared for the first time in the October issue of "Life With Archie", which went on sale August 1st. Almost immediately our editorial offices were overwhelmed, flooded and deluged with regular mail, air mail, special delivery, registered mail and post cards. The mail sacks piled up high each day and kept the post office busy knocking on our doors and delivering the mail.

Naturally, all of the editors, assistant editors, artists, script writers and all and sundry who had participated in creating, contributing to and developing Pureheart The Powerful were delighted, gratified and satisfied with the unsolicited, spontaneous and instant response to a new, different and unusual characterization of Archie and his friends.

Now, to all you club members who have been loyal readers, fans and critics of the Archie Series of comics magazines we make this request. Write and tell us what YOUR reaction is to the introduction of Archie as Pureheart The Powerful. This character will appear in the following magazines:

"LIFE WITH ARCHIE" - 42, October — On sale August 1st.

"PEP" - 187, November — On sale September 1st.

"LIFE WITH ARCHIE" - 44, December — On sale September 10th.

"LIFE WITH ARCHIE" - 46, February — On sale December 10th.

Cash prizes will be awarded for the best written letters —favorable or adverse. . . . Thank you.

FIRST PRIZE — $5.00

REPORTER
DIANE MARTELL
10th Combat Support Group
Box 2724, A.P.O. 09238
New York, N.Y.

Dear Archie,

I live in England. I enjoy living here because there are many different kinds of people living here.

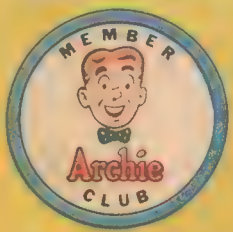
When I go to London I notice a lot of Indians. Not the American kind. Most of the Indians wear the clothes of their country. The women wear long silk skirts draped around their bodies in an odd way. Nearly all of the men I have seen have been wearing turbans.

The weather of the part of England I live in is usually rainy. There are a couple of days when the sun shines, but then the rain begins. The rain seems to last forever.

The oddest experience I have had while in England was when some gypsies came to my back door and insisted on my mother buying something. They were not allowed on the Air Force base and they knew it. When the Air Police came to get them, they ran through an English wheat field and climbed over a fence. They didn't come back again and I don't think they will.

If you want to be an ARCHIE CLUB MEMBER eligible to win all these CASH PRIZES, not to mention a BIG BYLINE in a top-notch comic magazine, then just fill out the coupon below and mail it along with 15¢ in coin to cover cost of mailing and handling. Here's what you get by joining the ARCHIE CLUB as an official reporter. You get a dressy OFFICIAL ARCHIE CLUB BUTTON and snappy PRESS CARD. This will make you a real reporter.

Archie Club
THIS IS TO CERTIFY THAT
SIGNATURE OF MEMBER
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMICS MAGAZINES
Archie Andrews
PRES. JENT
PRESS



Every member gets this official press card and beautiful 4 color button

ARCHIE CLUB:
241 Church St., New York 13, N. Y.

Dear Archie Please enroll me as a member of the Archie Club and send me a button and press card by return mail. I enclose 15c in coin to cover the cost of mailing and handling. Send to:

NAME. _____ AGE _____
(PLEASE PRINT PLAINLY)

ADDRESS. _____

CITY _____ STATE _____

100 Little Dolls

all for $1.00

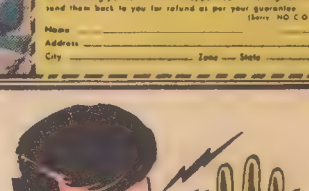
100 Dolls made of genuine Styrene plastic and hard synthetic rubber only $1 for entire set. You get BABY DOLLS, NURSE DOLLS, DANCING DOLLS, FOREIGN DOLLS, CLOWN DOLLS, COWBOY DOLLS, BRIDE DOLLS, and many more in Lilliputian cuteness. And made not of paper or rags but of STYRENE plastic and hard synthetic rubber If you don't go wild over them your money will be promptly refunded Send $1.00 plus 25c for postage and handling for each set of 100 Dolls you order to. 100 Doll Co., Dept.391, 285 Market Street P.O. Box 90, Newark, N. J.

MAIL COUPON TODAY

THE 100 DOLL CO., Dept.391,285 Market Street
P.O. Box 90, Newark, New Jersey
Gentlemen
I don't want to see if these dolls are all you say they are Enclosed please find $ in check ☐, money order ☐, cash ☐ for sets of 100 DOLLS each at $1 plus 25c for postage and handling per set If I am disappointed in the slightest I will send them back to you for refund as per your guarantee.
(Sorry NO C O D s)

Name _____
Address _____
City _____ Zone ___ State _____

AMAZING ILLUSORY "X-RAY" VISION INSTANTLY!



A HILARIOUS, LAUGHINGLY FUNNY ILLUSION!
See through fingers—through skin—see yolk of egg—see lead in pencil. Many, many amazing, astounding illusory "X-Ray" views yours to see ALWAYS - when YOU wear Slimline "X-Ray" Specs. Bring them to parties for real FUN – GUARANTEED – They give you a 3-dimensional illusion of "X-Ray" Vision – the instant you put them on When you look at your friends you'll "see" the most (blushingly funny) amazing things! No real "X-Ray" vision is obtained, but you get an illusion of "X-Ray" vision so amazing you will hardly believe your eyes Full instructions on How To Enjoy Them To The Fullest! Last for Years Harmless – Requires No Electricity or Batteries – Comes Complete – Permanently Focused Nothing Else to Buy Send $1. plus 25c for postage and handling or send $2. for the De Luxe Model. Money Back If Not 100% Satisfied.

SLIMLINE CO. Dept.507 P.O. Box 90
285 Market Street Newark, New Jersey

Surprise your friends with AMAZING ILLUSORY "X-RAY" sight!

MAIL COUPON TODAY!

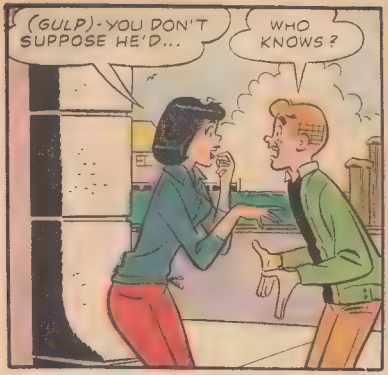
SLIMLINE COMPANY, Dept.507
285 Market Street, Newark, New Jersey
I enclose $1 plus 25c for postage and handling (Total $1.25)
Send me the Slimline "X-Ray" Specs, or $2 for De Luxe Model
My money will be refunded in full if I am not 100% Satisfied.

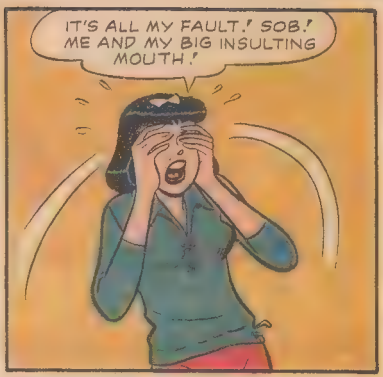
Send me _____ sets.
NAME _____
ADDRESS _____
CITY & STATE _____

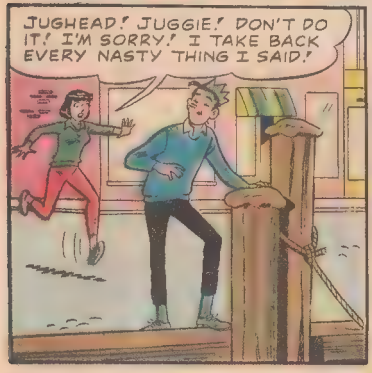
Jughead
"The MISFIT"
JUGGIE!! THAT PEANUT BRITTLE IS COOLING!!
SLURP!
NOT AT ALL, VERONICA! NOT AT ALL!
IT'S QUITE WARM! IN FACT I BURNED MY TONGUE ON IT!

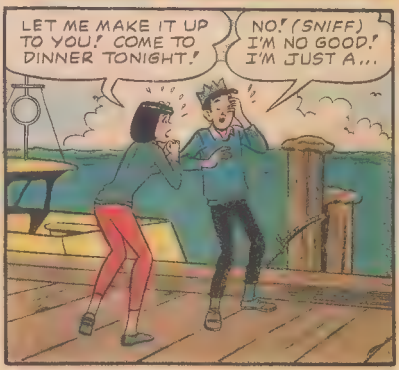
THAT'S YOUR FRIEND! THE LIVING STOMACH! HOURS I WORKED MAKING THAT CANDY!
...ALONG COMES THIS GLEEFUL GLUTTON AND..SLOOSH! HE INHALES EVERY LAST CRUMB!
NO SENSE YELLING AT ME, RON! -AND HE'S GONE!
HMPH!
SNEAKED OUT THE BACK DOOR! EAT AND RUN! THAT'S THE...
...WHAT'S THIS DOLLAR DOING IN THE EMPTY PAN?
HE'S PAYING YOU FOR THE CANDY!
...BUT...BUT I DON'T WANT...
HURT FEELINGS! THAT OLD COLD FISH OF A JUGHEAD HAS HURT FEELINGS!

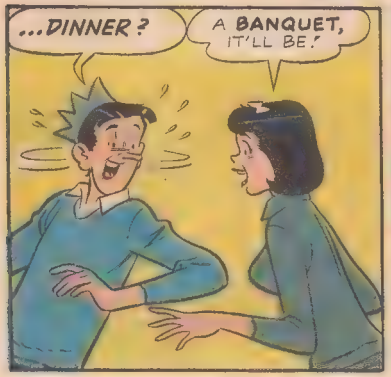
HE'S NOT **USUALLY** SENSITIVE!
THERE HE IS!
OH, MY!
HE LOOKS SO DEJECTED, SO DEPRESSED, SO SAD, SO TRAGIC!
I'VE HURT THE POOR BOY! I'VE HURT HIM DEEPLY!
HE FEELS REJECTED! LIKE A MISFIT!
HE'S HEADING TOWARD THE WATERFRONT!

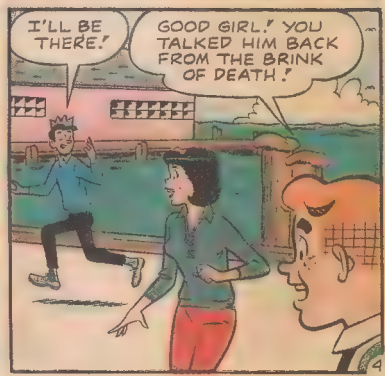

(GULP)-YOU DON'T SUPPOSE HE'D...
WHO KNOWS?


IT'S ALL MY FAULT! SOB! ME AND MY BIG INSULTING MOUTH!


JUGHEAD! JUGGIE! DON'T DO IT! I'M SORRY! I TAKE BACK EVERY NASTY THING I SAID!


LET ME MAKE IT UP TO YOU! COME TO DINNER TONIGHT!
NO! (SNIFF) I'M NO GOOD! I'M JUST A...


...DINNER?
A BANQUET, IT'LL BE!


I'LL BE THERE!
GOOD GIRL! YOU TALKED HIM BACK FROM THE BRINK OF DEATH!

-AND WHAT HAVE YOU BEEN DOING LATELY, JUGHEAD! BESIDES EATING AND AVOIDING GIRLS?
STUDYING MY NEW HOBBY, MR. LODGE!
HOBBY?
PLEASE PASS THE POTATOES!
I'M A STAR MEMBER OF THE SCHOOL DRAMATIC CLUB! I'VE GIVEN SOME MIGHTY MOVING PERFORMANCES!
HA! RON! LOOK WHO'S AN ACTOR!!
HOW COME WE NEVER HEARD ABOUT IT? WHEN WAS THE LAST TIME YOU GAVE ONE OF THESE 'MOVING' PERFORMANCES?
HEE! HEE!
THIS AFTERNOON!
WILL SOMEBODY PLEASE PASS THE SALT?
URK!
The END

Be "IN" With The RING That IS "IN"

AMAZING NEW FINGER FLATTERER.

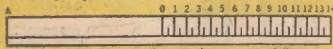
YOUR OWN MONOGRAMMED RING $1.00

NEWEST STYLIZED RING

WITH YOUR NAME OR INITIALS

Monogrammed Ring

The new ring that's "in" will make your hands *so* much *more attractive* and *lovelier* to *look at*. A beautiful flattering link chain that's "in" is *what* "makes" this magnificant antiqued gold or antiqued silver plated monogrammed individualized ring. When ordering simply send your initials or name, and your ring size. Send $1 plus 25¢ for postage and handling for each ring you order. The ring enhances the beauty of your hand—makes them beautiful and lovelier to look at—you'll be the envy of your friends.



To measure size, cut out paper ruler, wrap around finger and cut off paper at ring size. Mark ring size in coupon.

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MAIL COUPON TODAY!

RING – MERCHANDISE SALES CO. Dept. R35
285 Market St., Newark, New Jersey

Rush to me.....monogrammed rings at $1. per ring plus 25¢ for postage and handling for each ring ordered.

Name or Initials
☐ silver
☐ gold
ring size

Name .....
Address .....
City .....Zone ..... State.....

PLAY GUITAR IN 7 DAYS OR YOUR MONEY BACK

Surprise your friends and relatives. Enjoy lots of fun and popularity. Be the one who always gets invited to parties.

Top Radio Guitarist Ed Sale has shown thousands of people throughout the country how to play the Guitar like professionals. He now makes it possible for you to learn at home quickly and easily—even though you have absolutely no previous musical knowledge whatever.

GET MORE *FUN* OUT OF LIFE

IN THIS SPECIAL OFFER, you get:

Ed Sale's famous 66 page Secret System which positively teaches you to play a beautiful song the first day, and any song by ear or note in 7 days. Includes 52 photos, 87 finger placing charts. Shows how to tune, keep time, build chords, bass runs, dance chords, swing — PLUS 110 popular and western songs (words and music). WORTH $3.00

PLUS Ed Sale's Special Chord Finder of all the chords used in popular music WORTH $1.00

PLUS Ed Sale's Special Guitarist's Book of Knowledge WORTH $3.00

TOTAL VALUE ~~$7.00~~

ALL YOURS FOR ONLY $2.98

IF YOU ORDER NOW

MAIL COUPON TODAY!

I PERSONALLY GUARANTEE COMPLETE SATISFACTION OR YOUR MONEY BACK

Ed Sale Studio 171-S
Avon By the Sea, N. J.

ED SALE • STUDIO 171-S • AVON BY THE SEA, N. J.

☐ Send me your 66-page SECRET SYSTEM, plus CHORD FINDER of all chords used in pop music, plus GUITARIST'S BOOK OF KNOWLEDGE — total value $7.00. I will pay postman $2.98 plus C.O.D. postage.

☐ SAVE MORE! Send money with order, Ed Sale pays postage. Same money-back guarantee.

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Beautiful HAIRPIECES

ONLY $4.99 Worth Much More

Inventory Clearance Sale for a Limited Time Only

Give Yourself a New Hair Do Instantly!

A Variety of Ready-to-Wear Styles that Add Luxurious Fullness to Limp or Thin Hair, Curl to Straight Hair, Length to Short Hair

No matter if you wear your hair up or down, long or short – a pin-on hairpiece adds luxurious fullness and beauty to your coiffure. Here is a selection of ready-to-wear styles to give you the hair style that will do the most for your own hair needs – for a quick change to a new personality. Custom matched to your own hair, of the finest Sarnel fibers that look and feel so much like real hair you'd mistake it for your own. Can be washed, set or restyled if you wish.

SEND NO MONEY!

Just send coupon below with a sample of your own hair for expert matching. Pay postman on delivery only $4.99 plus C.O.D. postage. Or send only $4.99 with order and we pay postage. If not delighted, you can return for full refund within 10 days.

FREE 10 DAY TRIAL COUPON!

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103 E. Broadway, New York City 2

Rush my Hairpiece in the style checked below. I enclose a sample of my hair for custom matching. I will pay postman on delivery $4.99 plus postage. I must be absolutely satisfied or I can return the hairpiece after I wore it within 10 day trial and my money will be refunded.

Check Box of Style Number Desired

☐ 213 ☐ 211 ☐ 209
☐ 204 ☐ 207

☐ Check here if you wish to save postage by sending only $4.99 with coupon. Same Money Back Guarantee!

Name_____

Address_____

City_____ Zone____ State_____

Style 213

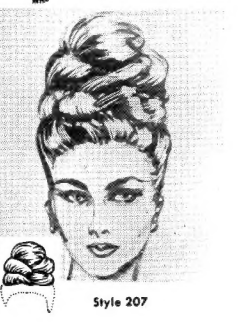
Custom Matched to Your Own Hair

Choice of 5 Pin-On Styles for Casual or Formal Wear

Style 211

Style 209

Style 204



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"EVERYBODY NEEDS A CADET BIKE SPEEDOMETER!"

CADET... AMERICA'S "MOST-WANTED" CHRISTMAS GIFT

- Big, easy-to-read dial; green numbers, bright orange pointer
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- Fits all bikes
- Shows speeds up to 50 mph
- Records distances up to 10,000 miles

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